



Calexico Police Department

420 EAST FIFTH STREET • CALEXICO, CALIFORNIA 92231
TEL. (760)768-2140 • FAX (760)357-1241
www.calexico.ca.gov

March 24, 2020

RE: Price Gouging

Dear Calexico Community,

The City of Calexico Police Department, would like to inform its residents that price gouging during a state of emergency is illegal. Price gouging refers to sellers trying to take unfair advantage of consumers during an emergency or disaster by greatly increasing prices for essential consumer goods and services.

California's anti-price gouging statute, Penal Code Section 396, prohibits raising the price of many consumer goods and services by more than 10% after an emergency has been declared. This law applies to those who sell food, emergency supplies, medical supplies, building materials and gasoline. The law also applies to emergency cleanup services, transportation, hotel accommodations and rental housing. Exceptions to this prohibition exists if, for example, the price of labor, goods, or materials has increased for the business. Those found in violation of the law may face significant fines and possible jail time.

If you encounter price gouging within the City of Calexico, please report it to the police department non-emergency line at (760) 768-2140.

In face of these difficult times, it is important that we all come together as a community. Let's protect and safeguard one another.

For additional information on price gouging, please visit the State Attorney General webpage at <https://oag.ca.gov/consumers/pricegougingduringdisasters>

Thank You,

A handwritten signature in blue ink, appearing to read "G. Gerardo", is written over the word "Chief".

Police Chief Gonzalo C Gerardo
420 E Fifth St
Calexico, CA 92231